



WALL DONATION PROJECT

Changing Spaces

2011 PILOT

BLIGHT SOCIETY ART

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In association with:



supported by:



Blight Society Art



Wall Donation

WALL DONATION?

Why Walls?

Exterior walls in our cities are expensive and time consuming to keep clean and free from vandalism. Cambridge council alone spends £250k a year on the problem and countless private property owners and managers have to spend their own money tackling the issue. Even wall spaces which are not vandalised can become dirty and stained by pollution. But these wall spaces could do so much more for you, your business, and the city as a whole.

Blight Society Art, working in partnership with Changing Spaces, is setting out to engage with these issues in a new and innovative way. It is now possible for us to offer **FREE** gallery quality urban art murals to anyone with public wall space to donate!

Project Aims

As well as letting us take on the burden of care for protecting the surfaces, turning a blank wall into a place for public art has many advantages. Such projects can brighten up an area for all who pass by and help a younger generation play both an active and beneficial role in the community.

Being surrounded by blank walls and sterile buildings can be isolating for young people. They can sometimes feel as if they are living in a world designed by and for a different generation. It's not difficult to see why some resort to adding their own mark, however rough.

By donating a little of our wall space to the vibrant energy that is the best of urban art, in a way that all generations can appreciate and welcome, we can go a long way towards drawing together these different elements of the community.

In summary, our aim is to brighten up the city with original artwork, that enhances lives and makes people of all ages proud of their public spaces, in time creating a positive community-focused alternative to illegal graffiti.

Why donate a wall?

- No more graffiti removal costs.
- No more staff tied up whitewashing tags.
- Positive community feel to your property.
- Help to build the community and support local culture and security.
- Free upkeep of the artwork
- Original, gallery quality artwork painted by professional artists.
- It's FREE!





Case study, Newmarket Road

In July 2010 we contacted a charity called CityLife Ltd which manages a portfolio of buildings awaiting development, including letting space to community groups on short leases.

We applied for the outside wall space of one of CityLife's buildings on Newmarket Road. CityLife liked our proposal and obtained permission from the building's owners (Eastern Gate Property Ltd) who were also keen to revive the area but not in a position to invest any funds until the plans for their new development had been approved.

We talked with the property managers about what they wanted to achieve with the artwork and personalised a statement of permission for the artists to work by. It was decided only the dark brick areas of the wall and the boarded up window spaces would be painted. The remaining yellow brickwork would be left plain to act as a framing device, lending the wall a "gallery" feel.

On the 18th of September 2010 artists both local and from around the UK came to Cambridge to complete the artwork, each donating their own materials and time to show off their finest work in a public, community oriented setting. They used stencils, freehand letters and even oil paints and brushes to complete their masterpieces and most were finished within six hours.

The feedback we received from the public was phenomenal. Our inbox and the local news website were flooded with positive support for the project. We undertook an informal survey of local residents after the artwork had been completed to gauge its influence and we were bowled over by how much they welcomed the change. Some of the business owners along the same street have even expressed an interest in extending the artwork to their own properties.

We still get messages of support today.

HOW DONATIONS WORK

How donated walls are used

Differing from a commission where artists are paid to produce work to a brief, walls donated to the project are instead used as a blank canvas for the artists' own finest work. To ensure all artwork is appropriate, all artists involved in a project are bound by the Letter of Permission (*back page*). This letter from the owner of the property to the artists expresses the owner's wishes for the space, and provided the artists follow these wishes they have creative freedom to express themselves. Working in this way safeguards their creativity, a major motivator for the artists who produce all the work on their own time and with their own materials.

Planning Permission

Because all artwork is undertaken with the permission of the property owner the council do not classify it as "graffiti" so is not subject to removal. Furthermore, because it does not promote any person, product or service it is not classified as advertising and therefore no planning permission is required,

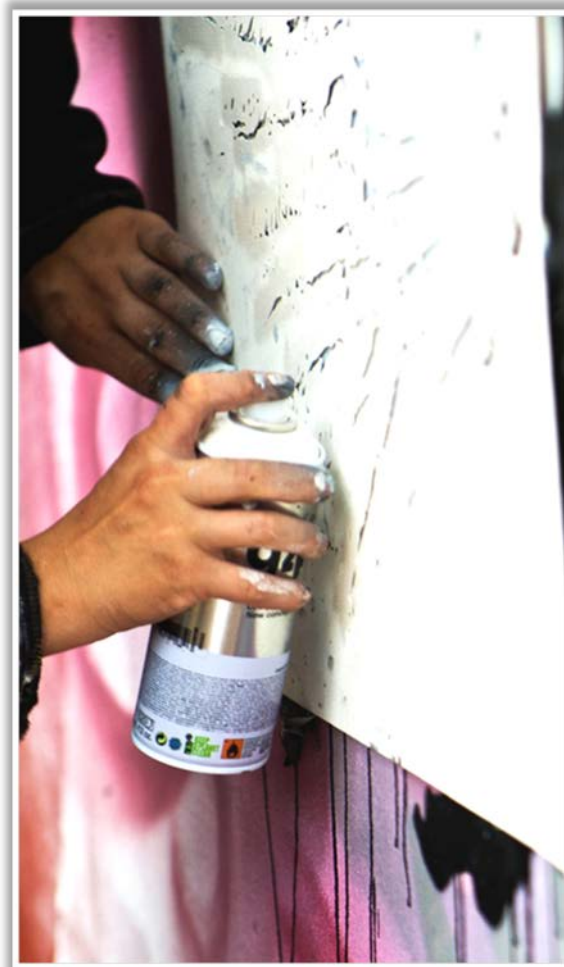
The artists also undertake all the work on the understanding that it may be removed at any time. This means that should any issue arise the work can be removed or replaced without fuss.

Why "Urban" art?

The project is not restricted to just urban artwork. The wall spaces will be open to artists working in many different mediums and styles. However, urban artists, graffiti and street artists already work in a way that is perfect for the fast, free nature of this project.

Urban artists are experts in creating large colourful exterior murals, taking great pride in the level of detail they can achieve in a short period of time.

They love to show people what they can do, are keen to use their work as a positive social tool, and are not precious about how long their work may last. This philosophy is particularly ideal for brightening up temporary wall spaces such as building site hoardings.



How to donate

Donation is easy. Simply contact us at info@BlightSociety.co.uk or via phone on 07812726863 and let us know the details of the exterior wall space you would like to donate.

We treat each wall space as a unique project to insure the best possible result and we can carry out most of the organisation over the telephone at a time that that suits you.

**TO DONATE CALL:
07812726763 OR EMAIL
INFO@BLIGHTSOCIETY.CO.UK**

DRAFT LETTER OF PERMISSION

DAY MONTH YEAR



www.BlightSociety.co.uk

Tell: 07812726863

Dear Artist(s)

Re: Statement of permission

I, **property owner name**, **owner/manager**, give permission for artwork to be painted on the exterior walls of **address of property**, specifically **location of wall**.

This permission is granted based on the following conditions, as agreed:

- All artwork complies with all local authority regulations, if any
- All artwork is to be inspiring and uplifting for the area
- **Add condition (if necessary)**
- The artwork must not:
 - make political statements or references to specific political parties
 - be racist, sexist or otherwise discriminatory
 - be pornographic, obscene, profane, vulgar, or contain swearing
 - be defamatory of any person, entity or organisation
 - be otherwise offensive in our reasonable opinion.
 - **Add restriction (if necessary)**

All artists must be made aware of these conditions and that any artwork in breach of these conditions will be removed.

Any member of the public who wishes to verify this permission is welcome to contact me directly.

Yours sincerely

Property owner/manager name
Property owner's/manager's job title (if applicable)

Property owner's/manager's Email:
Property owner's/manager's Mobile
Property owner's/manager's Office Number

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